# DOWNTOWN VIBRANCY FUND

The City of Edmonton's Downtown Vibrancy Strategy funding supports projects that increase vibrancy, improve safety and bolster resilience across our businesses, post-secondary, arts and culture and residential communities in the downtown.

The City invested $14 million in 126 projects under the Downtown Vibrancy Fund between 2022 and 2024. The projects are led by businesses and organizations to support implementation of the Strategy and deliver impactful outcomes. The funding was provided as part of the City's Operating Budget. In addition, $1.5 million was awarded to 138 projects through the Meet Me Downtown Grant Program, with funding provided by the Government of Alberta.

Only projects for which funding agreements have been approved are listed as of November 2024. The City is finalizing funding agreements for the other projects that have been awarded funding. Once the agreements have been completed, those projects will be added to this list.

**2021 Downtown Vibrancy Strategy Funding Recipients**

| Project Name | Group | Amount | Theme | Funding Program | Project Description |
|---|---|---|---|---|---|
| The Commercial Property Economic and Safety Survey for Downtown Vibrancy | BOMA Edmonton | $64,300 | Conference | Downtown Vibrancy Fund | An 18-month pilot project for a monthly commercial property economic and safety survey with members, business and industry associations, and the City of Edmonton. |
| Downtown Holiday Light Up 2021 | Downtown Business Association | $88,980 | Festival | Downtown Vibrancy Fund | Several activities from November to January including an annual holiday tree, two new art installations, musical performances, films and educational activities. |
| Downtown Music Vibrancy Relaunch Grant | National Music Centre | $69,000 | Cultural | Downtown Vibrancy Fund | Create a $5,000 granting opportunity for 12 downtown music venues to present two live music events between February and April 2022 |
| Learn Downtown Speaker Series | Edmonton Public Library | $9,400 | Conference | Downtown Vibrancy Fund | Monthly speaker series held over the lunch hour providing learning opportunities on several topics including open data, privacy/ personal data online, kids and tech, public speaking, arts or music-based. |
| Mural Massive | Grindstone Theatre Society | $25,000 | Festival | Downtown Vibrancy Fund | An outdoor pop-up event downtown with live mural painting, entertainment, food, drinks & dancing. |
| Quarters Community Activation | Quarters Arts Society | $17,000 | Cultural | Downtown Vibrancy Fund | Establish CO*LAB and the Quarters Downtown as an inclusive and accessible creative hub and arts destination through live events and arts programming aimed at arts and music lovers and Downtown Farmers Market patrons. |
| Root 107 | Downtown Business Association | $199,780 | Festival | Downtown Vibrancy Fund | Maintain a unique pop-up park in downtown Edmonton, created in 2021 in partnership with the City of Edmonton and Explore Edmonton, on |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | underutilized gravel parking lots, offering community and cultural programming, nightly lighting, 24/7 staffing and public washroom facilities. |
| Vignettes 2021: Brick & Mortar | Vignettes Showcase Inc. | $20,000 | Business Support | Downtown Vibrancy Fund | Create a retail festival with pop-up stores in the downtown where four local start-up businesses spanning the product, fashion, hospitality and service industries can test their concepts and retail location. |

**2022 Downtown Vibrancy Strategy Funding Recipients**

| Project Name | Group | Amount | Theme | Funding Program | Project Description |
|---|---|---|---|---|---|
| Al Fresco on 104th | Downtown Business Association | $50,000 | Business Support | Downtown Vibrancy Fund | Increase the number of partner organizations participating in the weekly outdoor market and street activation on 104th Street from June to August 2022 and add more experiences such as live art classes and walking tours to help grow attendance numbers |
| Alberta Craft Council Mural – immersive learning opportunity | The Board of Governors of Grant MacEwan University | $4,396.47 | Placemaking | Downtown Vibrancy Fund | Fine Arts students from MacEwan University will contribute to the design and execution of a full building wrap mural on the Alberta Craft Council's downtown Edmonton location, which will visually contribute to the vibrancy of the city centre. |
| Arts Habitat Artist Studio Space Development | Arts Habitat Edmonton | $50,000 | Placemaking | Downtown Vibrancy Fund | Adding upgrades such as washrooms, electrical, safety upgrades and drywall separation to an infrastructure project at 10133 97 St, that will provide new studios and multipurpose program |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | space to Edmonton artists and community members. |
| Cariwest Caribbean Arts Festival | Western Carnival Development Association | $256,650 | Festival | Downtown Vibrancy Fund | For the three-day Cariwest Festival event in August 2022, transform Churchill Square into a Caribbean village and enhance experiences including new tent, lighting, sound production, greenery and downflorals, enhanced kid zone. Increased clean-up and additional site management. |
| Celebrating Downtown Edmonton's Queer History | The Board of Governors of Grant MacEwan University | $28,170 | Cultural | Downtown Vibrancy Fund | Through the Edmonton Queer History Project, engage Edmontonians from June to August 2022 in learning more about our city's queer history including a printed map that identifies 27 historical sites downtown for inclusion in Edify magazine as a feature, and downtown walking and bus tours. |
| Dead Ends Live Music Festival | 1718701 Alberta Ltd. | $5,000 | Festival | Downtown Vibrancy Fund | Two days in March 2022 of music inspired by the Grateful Dead and the Spirit of the Jam Band Community, with a film at the Art Gallery of Alberta to Kick off the event. |
| Disco in the Park | Grindstone Theatre Society | $6,000 | Festival | Downtown Vibrancy Fund | Connect the annual music festival Disco in the Park held in Louise McKinney Park in July 2022 to downtown venues such as the Bower, 99ten and the Station with the goal of increasing the number of attendees. |
| Downtown Alley Transformation | Downtown Business Association | $50,000 | Placemaking | Downtown Vibrancy Fund | Transform two downtown alleyways to become a community gathering spaces, host markets, and pop-up<br>patios in Edmonton, including repaving, painting, art installations and lighting. |

| | | | | | |
|---|---|---|---|---|---|
| Downtown Business Adaptation & Revitalization Pilot | Downtown Business Association | $40,000 | Business Support | Downtown Vibrancy Fund | A six-month pilot program to allocate business and marketing expertise and financial resources to help up to six small businesses explore business continuity planning and pivot their business model to adapt to the current environment. In partnership between the Edmonton Downtown Business Association, the University of Alberta School of Business and the City of Edmonton. |
| Downtown Campus Block Party | Grant MacEwan University | $50,000 | Festival | Downtown Vibrancy Fund | A collaboration between Norquest, Women Building Futures, the Downtown Business Association and MacEwan, this downtown celebration event in September 2022 welcomes students from Norquest and MacEwan complete with vendor booths showcasing downtown services and products. Open to the public with a focus on students and faculty. |
| Downtown Disorder Mitigation Strategy - North Edge | North Edge Business Association | $29,000 | Public Safety | Downtown Vibrancy Fund | Uncover factors impacting safety and perceptions of safety and then implement a Business by Business Safety Plan that applies resources as needed. |
| Downtown Edmonton Concert Supporting the JUNO Awards | Music Alberta | $22,500 | Cultural | Downtown Vibrancy Fund | An evening concert in downtown Edmonton offering a musical and hospitality experience connected to the JUNO awards, accessing artists from that network of regional/Canadian artists. |
| Downtown Return to the Office Research | Downtown Business Association | $3,490 | Conference | Downtown Vibrancy Fund | Commission a downtown research firm to conduct a survey early in 2022 among downtown workers about current working arrangements, their future plans and expectations, and motivations related to when they decide to work in the office. |
| Downtown revitalization - | The Common Inc. | $25,620 | Festival | Downtown Vibrancy Fund | In collaboration with downtown restaurants, breweries and music performers, host a series of |

| | | | | | |
|---|---|---|---|---|---|
| Restaurant and Brewery Rail Car events | | | | | events between May and October 2022 to promote businesses downtown across locations including the High Level Bridge (Rail Car program) and several restaurants. |
| Downtown Safety and Activation Program | Downtown Edmonton Community League | $146,000 | Public Safety | Downtown Vibrancy Fund | Increase the capacity of the Downtown Edmonton Community League (DECL) to a level that can achieve the goals outlined in the Downtown Vibrancy Strategy as one of the City's partners. |
| Downtown Safety and Vibrancy Summit | Building Owners and Managers Association of Edmonton | $15,600 | Conference | Downtown Vibrancy Fund | An event bringing together stakeholders from the public, private and non-profit sectors for the purpose of sharing information, resources and best practices, and increasing opportunities to collaborate on projects impacting downtown safety and vibrancy with the goal of producing a report summarizing findings. |
| Downtown Spark 2022 | Downtown Business Association | $60,000 | Festival | Downtown Vibrancy Fund | A series of large-scale public art and experiences held at different downtown locations over 10 Days in May 2022 to draw visitors downtown, to generate revenue for hospitality businesses in the area and to activate the downtown. |
| Downtown Trash Cans Pilot Program | Downtown Business Association | $16,000 | Public Safety | Downtown Vibrancy Fund | Install 10 new trash cans and recycle bins to address litter challenges in the downtown caused by vandalism, overflowing receptacles, limited garbage collection and aging infrastructure. They will be powder coated and sprayed with anti-graffiti paint to mitigate vandalism and extend their use through all seasons. |
| Edmonton City Centre Lighting Vibrancy Project | Edmonton City Centre Inc. | $137,500 | Lighting | Downtown Vibrancy Fund | Increase exterior lighting for exterior parkades and entrance bus stops surrounding the ECC footprint. The project will focus on brightening the |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | area and adding an element of art through the use of custom designs with backlighting. |
| Edmonton Downtown Night Patrol & Outreach Services | Downtown Business Association | $398,500 | Public Safety | Downtown Vibrancy Fund | Increase security and safety in the downtown to address current gaps in surveillance and patrolling and to break the cycle of violence and crime in the downtown community. Street activity will be monitored during the hours from 2 a.m. to 9 a.m., seven days a week and assistance will be provided to people at risk of either causing or becoming the victims of harm. |
| EDBA Operations & Special Projects Manager Position | Downtown Business Association | $35,000 | Business support | Downtown Vibrancy Fund | Expand association resources by funding a 0.5 new temporary hire for 12 months dedicated to project planning and delivery of new/expanded projects that support Downtown Vibrancy Strategy actions. |
| Edmonton Design Week 2022 | Media, Architecture and Design in Edmonton | $20,000 | Conference | Downtown Vibrancy Fund | A series of public design events that showcases local design initiatives as part of a week-long festival. The public can view and interact with art, architecture, design, workshops, talks, tours, pop-ups, parties and exhibitions throughout various locations in downtown Edmonton. |
| Edmonton Downtown Gift Card | Downtown Business Association | $20,000 | Business Support | Downtown Vibrancy Fund | Create a new loyalty program that encourages people to dine, shop and play in downtown Edmonton. The program will help to stimulate the local economy, support small local businesses and bring consumers back downtown. |
| Edmonton PrideFest @ Churchill Square | Edmonton PrideFest Association | $140,000 | Festival | Downtown Vibrancy Fund | Host the majority of Pride activities with several festival partners at Churchill Square along with other activities held at venues within the downtown vibrancy zone to support the theme of education and inclusivity. This event will mark the |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | first time Pride has been held prominently in the downtown vibrancy zone in eight years. It will also be the first time the event has been held in Edmonton since 2018. |
| Enjoy Chinatown Immersive Experience | Chinatown Transformation Collaborative Society | $35,054 | Cultural | Downtown Vibrancy Fund | Develop several activities of immersive Chinese-themed digital art experiences within vacant and participating spaces to market and celebrate Edmonton's Chinatown businesses, nearby non-profit organizations and cultural assets, and to promote Chinese art, theatre and local creative talent. |
| Fan Park | Oilers Entertainment Group Canada Corp. | $191,590 | Placemaking | Downtown Vibrancy Fund | Collaborate with the Edmonton Oilers Community Foundation (EOCF) to create a mixed-use site in the former Baccarat Casino lot, to activate community programming, public events and functions. |
| For the Love of Downtown- The Backyard Live Music Series | inStreet Developers Inc. | $25,000 | Festival | Downtown Vibrancy Fund | A weekly live music series at the Backyard from May to September featuring local artists with the goal of bringing people of all ages to the downtown regularly. Includes partnering with downtown businesses and Downtown Farmers Market vendors to promote their products/ services. |
| Holiday Light Up 2022 | Downtown Business Association | $40,000 | Cultural | Downtown Vibrancy Fund | Support the design, construction and installation of the art pieces for the 2022 Holiday Light Up along Rice Howard Way. |
| IQ Conference | Panacea Entertainment | $25,000 | Conference | Downtown Vibrancy Fund | Launch a week-long annual conference of IQ, which stands for the International Quorum of Motion Picture and Television Producers. |
| Library Lunchtime Concerts | HealthArts Society of Alberta | $6,000 | Cultural | Downtown Vibrancy Fund | Provide a 100% accessible and free concert series held |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | monthly at the Stanley Milner Library, featuring Edmonton's finest artists performing 45-long concerts over the lunch hour. |
| Manulife Place Public Lighting | Manulife Investment Management | $43,110.42 | Lighting | Downtown Vibrancy Fund | Decorative lighting in the pedway, fifth-floor courtyard, and street-level trusses of Manulife Place throughout the winter season. |
| Michael Phair Park–ENRICHED | Downtown Edmonton Community League | $352,399 | Placemaking | Downtown Vibrancy Fund | Make Michael Phair Park lively, festive and safer to attract both local residents and people working downtown by adding upgraded lighting and a stage as well as painting building surfaces including sidewalks and a path. |
| Mural Massive Block Party 2022 | Grindstone Theatre Society | $83,890 | Festival | Downtown Vibrancy Fund | Host the 3rd annual outdoor Mural Massive art festival with live mural painting, music, food, dancing and drinks complete with a pop-up live art experience resulting in murals painted across downtown on vacant storefronts and buildings. |
| Oilers Playoff Planning 2022 | City of Edmonton | $196,000 | Sport | Downtown Vibrancy Fund | Creating awareness and community-building opportunities around the Oilers playoff games. |
| Outdoor Security Camera Project | Chinese Seniors Management Services Ltd. | $47,000 | Public Safety | Downtown Vibrancy Fund | Enhance safety of facilities and surroundings with security upgrades to cameras. |
| Overdose Prevention & Response Teams-Mall Team | The Boyle Street Service Society | $679,219 | Public Safety | Downtown Vibrancy Fund | Trained medical professionals and outreach workers will provide drug poisoning prevention and response throughout the downtown pedway system and the surrounding streets. |
| Overdose Prevention & Response Teams–Edmonton Public Library | The Boyle Street Service Society | $135,351 | Public Safety | Downtown Vibrancy Fund | Trained medical professionals and outreach workers provide drug poisoning prevention and response primarily at Stanley A. Milner Library. |

| | | | | | |
|---|---|---|---|---|---|
| Playground Redevelopment Project | Holy Child (Grandin School) Fundraising Society | $50,000 | Placemaking | Downtown Vibrancy Fund | Build a new playground with modern equipment that is safe, engaging, and fully accessible to all children of various ages and abilities. |
| Play On! Edmonton | Play On! Canada | $62,500 | Sport | Downtown Vibrancy Fund | Launch a street hockey festival in downtown Edmonton in the Fall with two days of competition, including 101 Street, 103 Avenue, 104 Avenue (not yet confirmed) and Oilers Plaza. Some rinks may be built on other streets. |
| Pride and Al Fresco | 1873989 Alberta Ltd. o/a Prairie Catering | $32,000 | Business Support | Downtown Vibrancy Fund | Create a Beer Gardens and entertainment area for12 weeks on Saturdays coinciding with a street closure on 104 Street in downtown Edmonton. |
| Quarters Community Safety Walk | The North Edge Business Association | $2,000 | Public Safety | Downtown Vibrancy Fund | A weekly community safety walk in the Quarters boundaries between March and November 2022 led by the Community Safety YEG Ambassadors for the purpose of increasing positive interactions among people of diverse communities and changing perceptions of the area. |
| Taste of Edmonton | Events Edmonton | $283,927 | Festival | Downtown Vibrancy Fund | Attract more than 250,000 people to the downtown with the Taste of Edmonton festival over 11 days in July 2022 , showcasing Edmonton's culinary, arts and music scene and transforming Churchill Square into a family friendly AGLC approved fully licensed gathering grounds. |
| The Wall of Frame | The Works International Visual Arts Society through The Places Art & Design in Public Places Program | $50,000 | Placemaking | Downtown Vibrancy Fund | A series of 10 large, ornate gold frames with LED display units inside of them that will be used to exhibit a series of selected artworks and images from community participants such as arts district cultural partners, arts organizations, and other creatives. |
| The Wall of Frames | Vignettes Showcase Inc. | $15,000 | Cultural | Downtown Vibrancy Fund | A public art installation in partnership with the City of Edmonton, The Works International Visual Arts |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | Society, and various public and private stakeholders will be a permanent public art piece in downtown Edmonton, adorning the wall of a large public facing building downtown and showcasing the works of different artists, art societies and organizations, galleries and other creators. |
| Yeg Downtown Market Refresh | Edmonton Downtown Farmers Market Association | $50,350 | Business Support | Downtown Vibrancy Fund | Contribute to the vibrancy of the downtown and Quarters by rebuilding the Edmonton Downtown Farmers Market vendor base through indoor/ outdoor events to help attract vendors and customers between July and December 2022 |
| Zero Vacancy | University of Alberta | $60,000 | Business Support | Downtown Vibrancy Fund | A study that researches the retail and commercial vacancy situation in Downtown Edmonton, looking for solutions on how to shrink the vacancy rate to create a vibrant, busy and prosperous commercial district. |

**2023 Downtown Vibrancy Strategy Funding Recipients (including Meet Me Downtown Grant Recipients)**

| Project Name | Group | Amount | Theme | Funding Program | Project Description |
|---|---|---|---|---|---|
| Spotlight on Downtown Businesses & Investments | NAIOP | $15,000 | Business Support | Meet Me Downtown | This project will spotlight Edmonton's exceptional Downtown businesses and investments, and promote Downtown Edmonton to new businesses, investors and visitors. |

| | | | | | |
|---|---|---|---|---|---|
| PBR Bulls in the Plaza | 3D Entertainment | $10,000 | Cultural | Meet Me Downtown | A small PBR Bull Riding Arena in the Ice District Plaza to feature and promote Professional Bull Riders Finals Rogers Place Nov 17-18. |
| YEG NYE Masquerade Talent Showcase | Boodang Music Canada | $10,000 | Cultural | Meet Me Downtown | Boodang Music Canada will be hosting a unique pop-up event at the Pendennis Building on Jasper Avenue. The event will feature live entertainment including local bands, acrobatics, and high-energy DJ performances. |
| Music Event Space | Continental Treat Fine Bistro | $10,000 | Music | Meet Me Downtown | Continental Treat Fine Bistro and Bakery Ltd. has partnered with local artists to enhance night life in the downtown core. Local artists will perform a Jazz night every Thursday and a Blues night every Sunday with a variety of other performances on Fridays, Saturdays, and on special occasions. |
| Kids Menu Concert | Braille Tone Music Society | $3,064 | Music | Meet Me Downtown | The three choirs of the Braille Tone Music Society will join with local children's entertainers Michelle and Friends to present an hour-long concert for kids and the young at heart. |
| Chinatown LNY Market | Emily Chu Illustrations Ltd. | $10,000 | Cultural | Meet Me Downtown | Partnering with the Edmonton China Town Multi-Cultural Centre (ECMCC) to host an ongoing, annual Lunar New Year (LNY) festival / artist market. |

| | | | | | |
|---|---|---|---|---|---|
| Free Billiard and Live Music Fridays | 1144643 ALberta Ltd. | $10,000 | Cultural | Meet Me Downtown | Free pool and live music offered every Friday at Pub 1905. |
| Flying Canoe Downtown | Centre Communautaire d'Edmonton | $3,000 | Cultural | Meet Me Downtown | To promote the Flying Canoe Volant Festival to downtown residents and visitors, we will provide activations (roving voyageurs and/or duo-trio French Canadian music ensembles) at the Westin Hotel downtown along with a lobby display to be in place in the weeks leading up to the festival. |
| Creative Lighting Workshop | Dipey Media Inc. | $5,000 | Digital Media | Meet Me Downtown | This day aims to transform downtown Edmonton this Christmas with our Creative Lighting Workshop – a convergence of photographers, filmmakers, models, and makeup artists. |
| Digital Storytelling Workshop | Optical Opium | $2,000 | Digital Media | Meet Me Downtown | This dynamic initiative is designed to unite content creators and enthusiasts from across Edmonton, all with a common mission: learn better ways to create captivating content. |
| The Slow Incline Concert Series | Get Away Gigs | $10,000 | Cultural | Meet Me Downtown | A show at The Starlite Room for one of the most well known underground electronic producers: KOAN Sound. They will be performing LIVE for their album release. KOAN Sound has been producing this album for 3 years and this is the only Canadian date. |

| | | | | | |
|---|---|---|---|---|---|
| Dolly's Karaoke Nights | Dolly's Cocktails Inc. | $10,000 | Cultural | Meet Me Downtown | A series of special programs at Dolly's Cocktails including karaoke, drag shows and intimate productions every Sunday. |
| Oktoberfest | Oilers Entertainment Group Canada Corp. | $10,000 | Cultural | Meet Me Downtown | For the first time ever at this scale, Edmontonians will have the chance to immerse themselves in the rich heritage of Oktoberfest—experiencing the warmth and hospitality of Germany right here in the heart of ICE District. |
| Edmonton Hires Ukraine Hackathon | Ukrainian Canadian Congress-Alberta Provincial Council | $7,500 | Cultural | Meet Me Downtown | The UCC-APC hosts a hackathon in downtown Edmonton, drawing in coding and web development talent from across the city, as well as guests and dignitaries, to build out a website to connect employers and evacuees |
| Showcasing Edmonton's Artists | The Westin Hotel | $5,000 | Cultural | Meet Me Downtown | In collaboration with The Works Art and Design Festival, The Westin Edmonton showcases the art of the local Artists in its lobby. |
| RMI Smoke On Smoke Off | Rocky Mountain Icehouse | $10,000 | Cultural | Meet Me Downtown | Business partnerships for a fun filled culinary event series combined with concerts. |

| | | | | | |
|---|---|---|---|---|---|
| Summer SolstICE | Oilers Entertainment Group Canada Corp. | $10,000 | Festival | Meet Me Downtown | A mix of the Immersive Cinema and What's Up Wednesday programs formed the Summer SolstICE program. Both event series were self produced by OEG and free to attend for anyone. |
| New Year's Eve at the Ice District | Oilers Entertainment Group Canada Corp. | $10,000 | Festival | Meet Me Downtown | Free ice climbing on the ice wall in Fan Park followed by an Oilers Watch Party in the plaza and a country concert with Josh Ross and Taylor-Rae. Fireworks will bring in the New Year. |
| Enchanted Emporium Pop Up | Love Blush Creations | $10,000 | Cultural | Meet Me Downtown | A pop up of the Enchanted Emporium - Edmonton's pop culture destination on 104 Street |
| Lunar New Year Event | Last Modern Event Venue Inc. | $4,500 | Cultural | Meet Me Downtown | A Lunar New Year event that spotlights Edmonton based Asian artists in a way that embraces community, relationships, culture, and identity. |
| 2 Spirit Pow-Wow | Indig-Hauz Council | $10,000 | Cultural | Meet Me Downtown | Alberta's first 2-Spirit Pow-Wow showcasing 2-Spirit dancers, traditional drummers, artistic performers and art exhibitions |

| | | | | | |
|---|---|---|---|---|---|
| Galleriadele Downtown Pop-Up | Galleriadele Ltd. | $7,500 | Cultural | Meet Me Downtown | A temporary designer pop-up downtown with the goal of providing a creative space to bring current customers, meet new customers, and raise brand awareness. |
| Winter Wonderland | 1725554 Alberta Ltd | $10,000 | Cultural | Meet Me Downtown | Extended service hours for the District Cafe to promote our small business as a place to meet up, grab a bite or hot beverage and head out to explore the beautiful Legislature grounds over the holiday season. With a focus on the Christmas break, we can utilize additional resources of student employment. |
| All Black Wear Gallery Affair | 5 Artists 1 Love | $10,000 | Cultural | Meet Me Downtown | One of Edmonton's longest running Black History Month events held at the Art Gallery of Alberta |
| Spirits of YEG | Alberta Craft Distillers Association | $10,000 | Cultural | Meet Me Downtown | A project celebrating the local spirits industry by promoting tastings and special whiskey features are local downtown restaurants. |
| Upper Bound Conference | Alberta Machine Intelligence Institute | $10,000 | Conference | Meet Me Downtown | Upper Bound Annual AI Conference for students, academics and business professionals |

| | | | | | |
|---|---|---|---|---|---|
| Bike Valet | Bike Edmonton | $7,500 | Active Transport | Meet Me Downtown | Free, secure bike valet in downtown Edmonton |
| Polar Patio Club | Cask & Barrel | $10,000 | Cultural | Meet Me Downtown | A Winter patio series |
| Edmonton's influential leaders for the Future of Downtown | CBD CBN | $2,500 | Cultural | Meet Me Downtown | A special event to support the redevelopment of downtown Edmonton through the use of food and conversation. |
| Starlite Room Concert Series | ConcertWorks | $10,000 | Music | Meet Me Downtown | Small scale music festival at the Starlite Room featuring JUNO Award winners. |
| 13th Annual Country Music Alberta Awards | Country Music Association | $10,000 | Music | Meet Me Downtown | A must-attend event featuring celebrated country artists and performers. |

| | | | | | |
|---|---|---|---|---|---|
| Meet Me Event | Ethiopian Canadian Community Association in Edmonton | $10,000 | Cultural | Meet Me Downtown | A cultural event to bring together the Ethiopian community in Edmonton |
| What's Up Wednesday | Explore Edmonton | $3,000 | Cultural | Meet Me Downtown | Vibrant community events in the Ice District Plaza to promote community engagement for K-Days. |
| Solstice Street Eats | Fox Burger Company | $10,000 | Food | Meet Me Downtown | Summer Solstice Street Eats is a mini food truck gathering with some of Edmonton's most exciting mobile eateries slinging great food to great people. |
| JUNO Ambassadors | Edmonton Downtown Business Association | $10,000 | Reputation | Meet Me Downtown | An ambassador program was created to support and assist visitors attending the JUNOs. Ambassador coverage was planned for 6 downtown hotels: Fairmont Hotel MacDonald, Westin Hotel, Courtyard by Marriott, Delta City Centre, Sandman Signature and the Coast Edmonton Plaza. |
| Downtown Patio Grant | Edmonton Downtown Business Association | $200,000 | Placemaking | Downtown Vibrancy Fund | A grant program was created to help businesses with the cost of installing a new patio or making improvements to their existing patios in downtown Edmonton. |

| | | | | | |
|---|---|---|---|---|---|
| Creating Dignity: Shifting Narratives through Public Art and Storytelling | John Humphrey Centre for Peace and Human Rights | $48,200 | Public Art | Downtown Vibrancy Fund | A mural created by 15 diverse local artists in the pedway link between the City Centre Mall and the Churchill LRT. |
| Downtown Spark | Edmonton Downtown Business Association | $60,000 | Public Art | Downtown Vibrancy Fund | An 11-day arts and cultural festival that features pop-up art installations from around the world, alongside local art installations. The festival includes daily arts and live music programming. |
| Edmonton Downtown High Level Streetcar Brewery & Live Music Series | The Common | $55,950 | Festival | Downtown Vibrancy Fund | A series of events on the Edmonton street car along with a special limited beer by one of 40 partnering Alberta breweries, followed by a live music performance. |
| Live at the Starlite | The Starlite Room | $10,000 | Cultural | Meet Me Downtown | A series of live music events featuring local Edmonton artists as opening acts, with a focus on Indigenous and LGBTQ2S+ artists. |
| Africanival | African Society for Culture, Economic Development and Arts | $10,000 | Cultural | Meet Me Downtown | A festival designed to share and celebrate the rich and diverse cultures of peoples of African descent in Edmonton. The festival includes art. fashion, food, and more. |

| | | | | | |
|---|---|---|---|---|---|
| Sustainival | Sustainival Alberta | $10,000 | Festival | Meet Me Downtown | A full-size midway, including games and rides, that is run on renewable energy to help educate attendees about sustainability. |
| Rock the District | Saskatoon Entertainment Group | $10,000 | Festival | Meet Me Downtown | A rock music festival, featuring artists such as Glass Tiger, Loverboy and April Wine. |
| Thorgy and the Thorchestra II: The Regal Sequel | Edmonton Symphony Society | $5,000 | Cultural | Meet Me Downtown | A collaboration between drag queen Thorgy Thor and the Edmonton Symphony Orchestra which includes elements of a traditional drag show alongside music from the ESO. |
| Make Downtown Good Again | Good Goods Company Ltd. | $10,000 | Business Support | Meet Me Downtown | A pop-up market at Manulife Place that highlights local artisans and vendors. |
| Edmonton Drag Festival | Fula-Flava Ltd | $10,000 | Cultural | Meet Me Downtown | A festival with a series of drag performances while promoting acceptance and awareness of the LGBTQ2S+ community. |

| | | | | | |
|---|---|---|---|---|---|
| Relight the Neon | Rainbow Story Hub Foundation | $1,200 | Cultural | Meet Me Downtown | A viewing party to celebrate the neon sign from Flashback nightclub, a local queer-owned business, being added to the Neon Sign Museum on 104 Street. |
| Juneteenth | Francis Winspear Centre for Music | $5,000 | Cultural | Meet Me Downtown | A collaboration between the Winspear Centre and 5 Artists 1 Love to celebrate Juneteenth with a music, dance, art, and poetry performance. |
| Walking Group Activity | Institute of African Organization | $1,000 | Cultural | Meet Me Downtown | A walking group aimed at sharing points of interest in the downtown core. |
| Flash Mob + OperaVAN | Edmonton Opera Association | $105,000 | Cultural | Downtown Vibrancy Fund | A series of music performances by the Edmonton Opera in public spaces during the lunch hour. |
| BOMFEST | F7 Entertainment Group | $10,000 | Festival | Meet Me Downtown | An electronic music festival showcasing electronic music artists, including local artists. |

| | | | | | |
|---|---|---|---|---|---|
| The Works Exhibit Hub at Stantec Tower | The Works International Visual Arts Society | $10,000 | Festival | Meet Me Downtown | A visual art festival that includes exhibits, large scale Installations, multi-disciplinary performances, demonstrations, and workshops. |
| Outdoor Winter Activations | Offbeat Entertainment | $15,500 | Cultural | Downtown Vibrancy Fund | A collaboration with the Downtown Business Association to create a series of winter activations that combine sports, recreation, arts and culture, and supporting sales of local products and services. |
| GastroYEG | Bach It Up Agri-Consulting | $5,000 | Cultural | Meet Me Downtown | A series of six dinners in six unique restaurants with a Jefferson Dinner model, which moderates a topic of discussion for the evening. |
| Canada Day in the Ice District | Oilers Entertainment Group Canada Corp. | $10,000 | Festival | Meet Me Downtown | A Canada Day event which provides family-friendly programming in the day and a country music performance leading into the City of Edmonton provided<br>firework show. |
| 2023 Edmonton Design Week Art Installations | Media, Architecture and Design in Edmonton | $10,000 | Festival | Meet Me Downtown | Five outdoor activation installations that feature fully enclosed artwork provided by local artists to be used at Edmonton Design Week. |

| | | | | | |
|---|---|---|---|---|---|
| Edmonton Design Week | Media, Architecture and Design in Edmonton | $10,000 | Festival | Meet Me Downtown | A week-long festival that includes launch events, talks, pop-ups, parties, and exhibitions showcasing the local design community. |
| Edmonton International Street Performers Festival | Edmonton International Street Performers Festival Association | $10,000 | Festival | Meet Me Downtown | A 10-day festival showcasing international, national, and local street performers alongside music, workshops, and food vendors. |
| Alberta Craft Mural Launch Party | Alberta Craft Council | $4,107 | Public Art | Meet Me Downtown | A street party that encourages the public to meet artist Emily Chu and her apprentices who will be creating a public mural in downtown. |
| Al Fresco | Edmonton Downtown Business Association | $60,000 | Placemaking | Meet Me Downtown | A street series on 104th Street every Saturday throughout the summer. Regular programming includes exercise classes, live music, art classes, and other programming based on the weekly theme. |
| Great Outdoors Comedy Festival | Trixstar Productions Ltd | $10,000 | Festival | Meet Me Downtown | An outdoor festival at Kinsmen Park featuring local and international comedians. |

| | | | | | |
|---|---|---|---|---|---|
| Animethon | The Alberta Society for Asian Popular Arts | $10,000 | Festival | Meet Me Downtown | A festival held annually by ASAPA to celebrate and promote Japanese and other Asian pop culture within the Edmonton community. |
| Edmonton Downtown Farmers Market Summer Events | Edmonton Downtown Farmers Market | $10,000 | Festival | Meet Me Downtown | A series of performances and events during the summer at the Edmonton Downtown Farmers Market. |
| 2023 Taste of Edmonton - Dueling Pianos | Events Edmonton | $10,000 | Festival | Meet Me Downtown | Festival equipment, including lighting, tents, sound system, etc. for a dueling piano performance stage. |
| FIBA 3x3 Men's World Tour & FIBA 3x3 Women's Series | Do North Events | $10,000 | Cultural | Meet Me Downtown | An international tour of 3x3 men and women’s basketball teams representing different cities. |
| ABA Hoop City 3x3 Championships | Do North Events | $10,000 | Cultural | Meet Me Downtown | An outdoor 3x3 basketball team competition with a focus on recruiting underrepresented players. |

| | | | | | |
|---|---|---|---|---|---|
| Otehiwin // Open Heart: An Indigenous Cultural Event of Visual Art and Music to Commemorate the National Day for Truth and Reconciliation | Aboriginal Arts Council of Alberta | $10,000 | Cultural | Meet Me Downtown | Six days of cultural programming designed to increase awareness around and commemorate the National Day for Truth and Reconciliation. It features a week-long visual arts exhibition, five one-hour performances of featured solo/duo musicians and storytellers, a full weekend program of storytellers' and musicians' circle, refreshments, and participatory craft activities. |
| Spotlight on Downtown Businesses and Investments | NAIOP Edmonton | $25,000 | Business Support | Downtown Vibrancy Fund | A marketing video that creates a sense of community, pride and ownership by profiling downtown businesses and can be used by several downtown stakeholders. |
| Steps in Downtown | Institute of African Organization | $1,000 | Cultural | Meet Me Downtown | Walking tour organized for underrepresented groups to encourage physical activity and enjoy spaces downtown. |
| Disco in the Park | Grindstone Theatre Society | $10,000 | Festival | Meet Me Downtown | A house and disco music festival in Louise McKinney Park including music performances, a roller skating rink, and food vendors. |

| | | | | | |
|---|---|---|---|---|---|
| Cariwest Festival | Western Carnival Development Association | $10,000 | Festival | Meet Me Downtown | A three-day festival that celebrates Caribbean culture including an inclusive parade, artistic costumes, creative dance, savoury food and rhythmic music. |
| C-Tribe x Tech Festival | C-Tribe Society | $10,000 | Business Support | Meet Me Downtown | An event offering investors, underestimated founders, engineers, and tech professionals access to knowledge capital, financial capital, connections and solutions to help accelerate their tech-focused careers and ventures. |
| Harvest Book Fair | Hungry Zine Association | $7,000 | Cultural | Meet Me Downtown | A book market that highlights independent artists, writers, art collectives, artist-run organizations, bookshops and publishers. |
| The Bold Premiere | 1841153 Alberta Ltd | $10,000 | Cultural | Meet Me Downtown | A premiere for a production that streamed on Apple TV+, Amazon Prime Video, as well as other platforms. |
| Edmonton Mural Festival | Edmonton Mural Festival | $198,600 | Public Art | Downtown Vibrancy Fund | A mural festival that celebrates Edmonton's art and mural culture across the city, with a focus on downtown. |

| | | | | | |
|---|---|---|---|---|---|
| Edmonton Pride Festival | Edmonton PrideFest Association | $130,000 | Festival | Downtown Vibrancy Fund | A dynamic and vibrant celebration of 2SLGBTQIA+ culture, diversity and equality. |
| Open Edmonton | 13028917 Canada Inc. | $4,500 | Cultural | Meet Me Downtown | A unique production that fuses world-class spoken word poetry with music placing audiences at a unique intersection of a concert and poetry reading. |
| 2023 Servus Edmonton Marathon | Running Room Athletic Club | $10,000 | Festival | Meet Me Downtown | An annual marathon with a fast and flat course that is also a qualifier for the Boston Marathon. |
| Cocktails and Jerk Festival Official After Party | Black Owned Makers Inc. | $10,000 | Festival | Meet Me Downtown | The official afterparty of Feed the Soul Dining Week that provides an elevated event with small bites from Black-owned businesses and tropical cocktails. |
| Purple City Music Festival 2023 | Rain Shadow Productions Ltd. | $10,000 | Festival | Meet Me Downtown | A multi-venue music festival in downtown Edmonton using a combination of indoor and outdoor venues. |

| | | | | | |
|---|---|---|---|---|---|
| Konnektion Festival | The Backyard | $10,000 | Festival | Meet Me Downtown | A two-day music festival featuring a full line up of DJ sets and live music. |
| New Standards Jazz at The Common | The Common Inc | $10,000 | Cultural | Meet Me Downtown | A weekly jazz music night in partnership with MacEwan University music program students running from September to April. |
| Symphony in the Square | Edmonton Symphony Society | $10,000 | Festival | Meet Me Downtown | A two- day free orchestral family-friendly music festival in Sir Winston Churchill Square. |
| Indoor/Outdoor Dance Stage | Ballet Edmonton Society | $53,514.50 | Cultural | Downtown Vibrancy Fund | A portable Harlequin Aerodeck outdoor dance and performance stage enabling more performances in downtown Edmonton. |
| Record Label Showcase at Double Dragon | Malt & Meadows | $125,000 | Cultural | Downtown Vibrancy Fund | A music-industry showcase series featuring two to four evening concerts, spotlighting artists from a Canadian and/or international music record label. |

| | | | | | |
|---|---|---|---|---|---|
| Get Dragged Downtown | Evolution Wonderlounge | $10,000 | Festival | Meet Me Downtown | A premiere gay bar and drag destination in the heart of the Ice District amplifying queer and trans programming in September. |
| Step Forward: A Movement towards Inclusion | Next Evolution Ventures | $10,000 | Cultural | Meet Me Downtown | Four dance parties, each representing a different culture, where Edmontonians are given the opportunity to watch artists and performers, and learn a few dance steps themselves. |
| Garage Band at Cask & Barrel | Cask & Barrel | $10,000 | Cultural | Meet Me Downtown | A six month, Saturday-afternoon concert series featuring musicians and a different local brewery every month. |
| Downtown Campus Block Party | Grant MacEwan University | $10,000 | Cultural | Meet Me Downtown | An annual event celebrating the strong relationships and partnerships between post-secondary institutions, businesses, community groups and residents in the city's core. The event is a collaboration between MacEwan University, NorQuest Community College, Women Building Futures and the Downtown Business Association. |
| Seeka Fest 2023 | Seeka Sings | $10,000 | Cultural | Meet Me Downtown | A two-day event in downtown Edmonton that promotes education, the arts, cultural diversity, unity and community connection. |

| | | | | | |
|---|---|---|---|---|---|
| Downtown Campus Block Party | Norquest College | $10,000 | Cultural | Meet Me Downtown | An annual event celebrating the strong relationships and partnerships between post-secondary institutions, businesses, community groups and residents in the city's core. The event is a collaboration between MacEwan University, NorQuest Community College, Women Building Futures, and the Downtown Business Association. |
| Tropical Nights Downtown | Pentrale Entertainment | $5,000 | Festival | Meet Me Downtown | A platform for local talent to showcase their skills and the city's expansive cultural heritage by featuring live music, dance, cuisine, vendors and other performances from a variety of tropical-themed acts. |
| Rocktober Fest at the Rocky | Rocky Mountain Ice House | $10,000 | Festival | Meet Me Downtown | A musical showcase at the Rocky Mountain Icehouse |
| Downtown Edmonton Community League Annual Corn Fest | DECL | $10,000 | Festival | Meet Me Downtown | A family-friendly Fall Corn Fest offering entertainment such as face painting, a balloon artist, live music and free corn on the cob. |
| Rock the Block 104 St | Kelly's Pub | $10,000 | Festival | Meet Me Downtown | A block-party from Jasper Avenue to 102 Ave on 104 Street featuring a stage with bands and beer gardens. |

| | | | | | |
|---|---|---|---|---|---|
| Gotta Minute Film Festival 10th Anniversary | The Film and Video Arts Society of Alberta | $4,000 | Festival | Meet Me Downtown | A film festival bringing together a unique collaboration between the corporate, public and art sectors of Edmonton. |
| Mid-Autumn Long Table Feast Festival | Chinese Benevolent Association of Edmonton | $4,000 | Festival | Meet Me Downtown | A combined event that celebrates the traditional Chinese Mid-Autumn Festival and community life in Boyle Street/Chinatown south that is situated on the eastern edge of the downtown area with a long-table feast. |
| iHuman Art Walk Festival | iHuman Youth Society | $10,000 | Cultural | Meet Me Downtown | A vibrant celebration of arts and culture, shining a spotlight on young artists that visit the iHuman studios, as well as alumni of various programs. |
| pimâcihowin ᐱᒫᒋᐦᐅᐃᐧᐣ A National Day for Truth and Reconciliation | Indigenous Artist Market Collective | $10,000 | Cultural | Meet Me Downtown | An event celebrating Indigenous culture through Indigenous art, music, dance, traditional knowledge and creativity. |
| PBR Bulls in the Plaza | PBR Canada | $24,400 | Cultural | Downtown Vibrancy Fund | A small PBR bull riding arena in the Ice District plaza to feature and promote Professional Bull Riders Finals at Rogers Place. |

| | | | | | |
|---|---|---|---|---|---|
| Downtown Block Party: The Design Centre Launch | Euro Design Master Builder | $10,000 | Cultural | Meet Me Downtown | A dynamic block party in the heart of the city, marking<br>the inauguration of the new design firm in the downtown core. |
| Unceded - Voices of the Land | Olsen International Ltd. | $50,000 | Cultural | Downtown Vibrancy Fund | An exhibit showcasing the work of 18 Indigenous artists and architects through an immersive, world class, audio-visual experience that pivots on four thematic metaphors: indigeneity, resilience, sovereignty and colonization. |
| Capital City Records at Milner | Edmonton Public Library | $5,000 | Festival | Meet Me Downtown | A free concert series in the Muttart Theatre at the Stanley A. Milner Library to celebrate and highlight new content added onto Capital City Records, EPL's first digital public space created to celebrate Edmonton's local music scene and its history. |
| Seniors Takeover Day at AGA | The Art Gallery of Alberta | $10,000 | Cultural | Meet Me Downtown | An event that brings more seniors, from across the city and the Edmonton Metro Region, downtown to experience art and culture. |
| Oktoberfest at Cask & Barrel | Cask & Barrel | $10,000 | Festival | Meet Me Downtown | A festival to celebrate Oktoberfest with featured breweries and local musicians. |

| | | | | | |
|---|---|---|---|---|---|
| Don Berner Big Band concert season | Don Berner Big Band Foundation | $10,000 | Cultural | Meet Me Downtown | Quarterly signature flagship, large jazz orchestra concert series that moved to the Triffo theatre. |
| Startup Week Launch Party | Edmonton Unlimited | $10,000 | Business Support | Meet Me Downtown | An annual event that brings together entrepreneurs,<br>innovators and the local community to celebrate, learn, and network. The event takes place over six days featuring workshops, panel discussions, socials and other events. |
| LitFest | Alberta Book Fair Society | $10,000 | Cultural | Meet Me Downtown | Canada's first and only non-fiction festival formed by the Alberta Book Fair Society. |
| C-Tribe x Gaming | C-Tribe Society | $5,000 | Business Support | Meet Me Downtown | A gaming festival that showcases gaming culture in a unique atmosphere of exploration featuring interactive exhibits from game developers and diverse talent. |
| 2023 EPL Gala | Edmonton Public Library | $5,000 | Cultural | Meet Me Downtown | A fundraising event at The Westin Hotel featuring a sit-down meal and presentation by comedian Rainn Wilson. Proceeds from the event will go to support EPLs early literacy program. |

| | | | | | |
|---|---|---|---|---|---|
| Bridges | Korora Choirs | $10,000 | Cultural | Meet Me Downtown | A Remembrance Day performance at the First Baptist Church by the Korora Youth Choir alongside two other visiting youth choirs. |
| November Fund Drive Fest - Music Festival | 9910 (the Common) | $10,000 | Cultural | Meet Me Downtown | A two-day, multi-venue music festival, in partnership with CJSR Radio. |
| Wintersong | Kokopelli Choir Association | $8,150 | Cultural | Meet Me Downtown | A musical celebration with a Celtic twist with featuring seven of the Korora (formerly Kokopelli) choirs singing in different configurations at the three concerts. |
| Ice Climbing World Championships Festival | Offbeat Entertainment | $100,000 | Cultural | Downtown Vibrancy Fund | A new annually recurring event that will feature international world cup competitions in the disciplines of speed ice climbing and lead ice climbing and festival activities for the community, |
| miyitowin ᒥᔨᑐᐏᓂ - Exchange of gifts | Indigenous Artist Market Collective | $10,000 | Cultural | Meet Me Downtown | A market with over 45 vendors/local small businesses, and IAM Collective supports over 100 local Indigenous artists, performers, facilitators, entrepreneurs and traditional knowledge holders. |

| | | | | | |
|---|---|---|---|---|---|
| Winterruption YEG 2024 | Winterruption YEG Ltd. | $20,000 | Festival | Meet Me Downtown | A multi-venue winter music festival taking place across downtown with the aim to create inclusivity and promote the arts in a winter setting. |
| Winter Cycling Congress | Ever Active Schools | $10,000 | Conference | Meet Me Downtown | A joint effort congress with the Winter Cycling Federation, Ever Active Schools and a robust Edmonton Local Organizing Committee (Bike Edmonton, Stantec, Paths for People and the University of Alberta.) |
| Edmonton International BeerFest | Loud City Inc. | $10,000 | Festival | Meet Me Downtown | An annual beer festival at the Edmonton Convention Centre with an attendance of 10,000-20,000 Edmontonians. |
| Downtown YEG BurgerFest | Jack's Burger Shack | $10,000 | Festival | Meet Me Downtown | A burger festival aiming to have dozens of restaurants, bars and brewhouses across downtown Edmonton offering one-of-a-kind burgers for only $8. |
| Canadian Hydrogen Convention | Edmonton Global | $50,000 | Conference | Downtown Vibrancy Fund | As the largest event in Canada showcasing hydrogen as a key enabler to reach net-zero emissions by 2050, the Canadian Hydrogen Convention is the only annual meeting place for energy executives, government officials and Indigenous leaders to convene to build Canada’s low-carbon energy future. |

| | | | | | |
|---|---|---|---|---|---|
| StoryCity | StoryCity | $80,000 | Placemaking | Downtown Vibrancy Fund | A series of 18 digital gaming and cultural experiences, created with the local creative and business community, that only open in the right location in downtown using the Story City GPS app. |
| Overdose Prevention and Response 2023 | Boyle Street Society | $319,000 | Public Safety | Downtown Vibrancy Fund | The Overdose Prevention and Response Team works in and around the Stanley A. Milner Library, Edmonton City Centre Mall and the downtown pedway system to provide overdose prevention and response, make referrals to appropriate agencies, arrange immunizations, address minor health issues and provide needle pickup. |
| Nocha de Parranda | Basement Smoke Records | $10,000 | Cultural | Meet Me Downtown | An event featuring Latin music and dancing with four local acts and two dynamic DJs. |
| Alberta Games Series | Digital Media Association of Alberta | $10,000 | Cultural | Meet Me Downtown | A two-day event that brings together Alberta's entire gaming ecosystem for networking, learning and a chance to connect with international investors. |
| Harvest and Blues | Hoopp Realty Inc. | $10,000 | Cultural | Meet Me Downtown | A celebration of the Fall Equinox and an unforgettable evening filled with art, music, delectable food, refreshing drinks and a strong sense of community spirit. |

| | | | | | |
|---|---|---|---|---|---|
| LAST Modern Event Venue's Soft Opening Block Party | Last Modern Event Venue Inc. | $3,000 | Cultural | Meet Me Downtown | A soft opening for LAST Modern Event Venue, a new contemporary and chic event venue with a capacity of up to 200 guests specializing in weddings, corporate and community events and personal gatherings. |
| Alberta Craft Distillers Industry Event | Alberta Craft Distillers Association | $10,000 | Cultural | Meet Me Downtown | An industry event for Alberta Distillers called Edmonton Cocktail Week which includes Annual General Meeting of ACDA (AM), an export and trade development program supported by Edmonton Global (PM) and an industry and friends' reception hosted at a venue in downtown Edmonton (evening). |
| Edmonton Multicultural Innovative Society Music and Fitness Project | Edmonton Multicultural Innovative Society (EMIS) | $10,000 | Cultural | Meet Me Downtown | A two-part event consisting of a musical concert with musicians of various ethnic backgrounds and a Tai Chi program run by, and for, seniors. |
| Activating Dance Downtown | Ballet Edmonton Society | $10,000 | Cultural | Meet Me Downtown | Four free to the public ballet presentations using the new portable dance floor acquired through the Downtown Vibrancy Fund. |
| Caribbean Christmas | Jamaica Association of Northern Alberta | $10,000 | Cultural | Meet Me Downtown | An event showcasing the Jamaican culture while creating an engaging, inclusive and joyful atmosphere. |

| | | | | | |
|---|---|---|---|---|---|
| Alberta Spirits & Cocktail Festival | Highgate Entertainment | $10,000 | Cultural | Meet Me Downtown | Alberta's first food and beverage festival that exclusively spotlights the region's craft distilling industry, and pairs it with the growing trend of artisan cocktail making. |
| Puzzle Pieces, Art Exhibition with Inkquisitive | The Universal Radio Network Inc. | $5,000 | Cultural | Meet Me Downtown | An event with South Asian artist, Inkquisitive, consisting of an art exhibition, live interview/podcast and a meet-and-greet. |
| Mosquers Film Festival | Mosquers Film Festival Foundation | $30,000 | Cultural | Meet Me Downtown | An art and film festival that aims to educate, entertain and build bridges through showcasing talent and the diverse Muslim experience. |
| Downtown Night Patrol | Edmonton Downtown Business Association | $200,000 | Public Safety | Downtown Vibrancy Fund | A program initiated to provide patrolling of the downtown streets with teams comprised of a security professional and a peer support worker in marked vehicles. These teams offer an increased presence that people can trust to keep a watchful eye and report all suspicious activities. |
| Bike Valet Pilot | Bike Edmonton | $7,500 | Public Safety | Meet Me Downtown | The pilot of a free downtown bike valet set allowing commuters and visitors to the core to park their bike for free, in a secure, staffed area. |

| | | | | | |
|---|---|---|---|---|---|
| Opening Nights at the Citadel | Citadel Theatre | $10,000 | Cultural | Meet Me Downtown | A showcase of opening night events for the 2023/24 Citadel Theatre season. |
| 2024 Region 26 Convention | Region 26 Sweet Adelines Convention | $10,000 | Cultural | Meet Me Downtown | An extended weekend singing contest and convention in downtown Edmonton. |
| Artbus | The Board of Governors of Grant MacEwan University | $10,000 | Cultural | Meet Me Downtown | A bus that stops at designated areas located at participating artist-run and gallery spaces in downtown to engage with exhibitions, pop-ups and programming. |
| Lunchtime Concert series | Health Arts Society of Alberta | $6,000 | Cultural | Meet Me Downtown | Provide a 100% accessible and free concert series held monthly at the Stanley Milner Library, featuring Edmonton's finest artists performing 45-long concerts over the lunch hour. |
| Edmonton Cocktail Week | Field Note Ventures Inc. | $10,000 | Cultural | Meet Me Downtown | A group of businesses partnered to launch Edmonton Cocktail Week - an annual celebration of cocktail producers, bartenders, restaurants, bars and retailers. |

| | | | | | |
|---|---|---|---|---|---|
| Downtown Ambassadors | Edmonton Downtown Business Association | $150,000 | Public Safety | Downtown Vibrancy Fund | The Downtown Ambassador Program was launched to provide brand ambassadors for the downtown core that could also function as boots on the ground to identify and respond to operational and social challenges faced in downtown Edmonton. |
| Play On! Edmonton 2024 | Play On | $75,000 | Cultural | Downtown Vibrancy Fund | Play On! is Canada’s largest street hockey festival. |
| Alberta Game Series | Digital Media Association of Alberta | $10,000 | Cultural | Meet Me Downtown | A two-day event that brings together Alberta's entire gaming ecosystem for networking, learning, and a chance to connect with international investors. This event is open to gaming studios and gaming professionals of all sizes from around the province. |
| Digital Entrepreneur Project | Edmonton Unlimited | $100,000 | Business Support | Downtown Vibrancy Fund | A production studio including equipment and personnel required to enable both full event hosting capabilities and the creation of a digital media production. |
| Stantec/Manulife/Energy Square Lighting | Five Star Holiday Decor | $106,068 | Lighting | Downtown Vibrancy Fund | New, decorative all-season lighting added to downtown buildings to increase animation and safety. |

| | | | | | |
|---|---|---|---|---|---|
| AfroFuturism in Action | Version Me Media | $10,000 | Cultural | Meet Me Downtown | A kickoff event for Black History Month in Edmonton hosted in the Jamaica Association of Northern Alberta's (JANA) space. |
| Friday Revival | River City Revival House | $10,000 | Cultural | Meet Me Downtown | A live concert series taking place on Friday nights in the River City Revival House (Starlite Room basement). |
| Childcare Centre Promotion | SG Three Holdings | $3,100 | Business Support | Meet Me Downtown | A promotional campaign to increase the number of families using the childcare centre in a downtown building that has been closed for nearly two years. |
| Alberta in Harmony: Moving Mahler | Edmonton Symphony Society | $5,000 | Cultural | Meet Me Downtown | A concert collaboration between the Edmonton Symphony Orchestra and the Calgary Philharmonic Orchestra. |
| Holiday Light Up | Enbridge Centre | $4,800 | Cultural | Meet Me Downtown | An event to support local artists and a free drinks giveaway station in partnership with Credo Coffee. |

| | | | | | |
|---|---|---|---|---|---|
| Downtown Defrost 2024 | The Factory Music and Arts Ltd. | $10,000 | Festival | Meet Me Downtown | A family-friendly winter celebration of dance music and culture with an outdoor Edmonton space transformed into a fun dance party, featuring art installations, and<br>local and international musicians. |
| Amapiano To the Moon | Bangerz DJs | $2,000 | Cultural | Meet Me Downtown | A signature event presented by Republic of Amapiano and La Connexional drawing inspiration from the vibrant dance parties, cultures and lifestyle of Southern Africa. |
| Chai Society | OnPurpose | $9,850 | Cultural | Meet Me Downtown | A series of 'Chai Society' nights featuring Jaya Chai Liqueur. Events will be focused on pairing drinks, activities and entertainment. |
| ReTHINK | Les Industries Polykar Inc. | $2,000 | Innovation | Meet Me Downtown | A thought leadership event that brings together industry leaders, local businesses, bankers and city officials to discuss the topic of climate change and what it can mean for businesses. |
| Experiences at the Westin | The Westin Hotel | $10,000.00 | Cultural | Meet Me Downtown | Unique experiences at the Westin Hotel including Paint and Sip night, Sound Bath Meditation and local artist showcases. |

| | | | | | |
|---|---|---|---|---|---|
| Voice UnHeard Concert Series | Foundry Events | $60,000 | Cultural | Meet Me Downtown | A 6 concert series that will highlight underrepresented artists and producers at different locations downtown. |

**2024 Downtown Vibrancy Strategy Funding Recipients (including Meet Me Downtown Grant Recipients)**

| Project Name | Group | Amount | Theme | Funding Program | Project Description |
|---|---|---|---|---|---|
| Dragon Boat Festival Van bLoc Party | 2241781 Alberta Ltd. | $10,000 | Cultural | Meet Me Downtown | The aim of this block party is to bring together neighbors and stakeholders from Chinatown and the downtown core to collaborate on revitalizing the community. |
| The Rainbow Where the Two-Spirits Meet Pow Wow | Indigi-Hauz Council | $10,000 | Cultural | Meet Me Downtown | An Indigenous cultural experience celebrating the diverse cultures of 2-Spirit individuals. |

| | | | | | |
|---|---|---|---|---|---|
| Art Gallery of Alberta 100th Anniversary | Art Gallery of Alberta | $20,000 | Cultural | Meet Me Downtown | A celebration of the Art Gallery of Alberta's 100th anniversary |
| TD Tower Light Wall Streetscape | Edmonton City Centre Inc. | $90,114.44 | Lighting | Downtown Vibrancy Fund | Increasing the exterior lighting around TD Tower, located adjacent to the 102nd avenue LRT stop. The light wall celebrates culture and art through the custom perforated metal panels featuring artwork by a local Edmonton artist. The light panels are custom programmed with event specific or seasonal colors. |
| ATCO Place Park - Tree Lighting Spheres | Five Star Holiday Decor Inc. | $8,963.33 | Lighting | Downtown Vibrancy Fund | 36 permanent lighted spheres installed in the canopies of the trees outside ATCO Centre. The spheres are lit with RGB controllable lights that will be changed to celebrate different holidays and events year round. |
| Edmonton Drag Festival | Meet with Pride Association | $100,000 | Festival | Downtown Vibrancy Fund | A 3-day event in the heart of Downtown Edmonton that celebrates the art of drag performance, providing a platform for drag artists to showcase their talents; and to offer an opportunity for members of the 2SLGBTQIA+ community and allies to come together and celebrate diversity and inclusion. |

| | | | | | |
|---|---|---|---|---|---|
| Downtown Safety & Vibrancy Summit 2024 | Edmonton Downtown Business Association | $45,000 | Business Support | Downtown Vibrancy Fund | An event held at the Sandman Signature Hotel with over 150 attendees from businesses and residential communities - creating safer, more inclusive, and welcoming spaces. |
| Downtown Winterval 2024 | Edmonton Downtown Business Association | $200,000 | Festival | Downtown Vibrancy Fund | A winter event held on the 104 Street block which includes live music, lights, art installations, beer gardens, and more. |
| Super Series 2024/25 at FU's and Double Dragon | Malt and Meadows Inc. | $58,000 | Cultural | Meet Me Downtown Grant | The Super Series combines evening musical performances with afternoon programming/workshops and taps into the local electronic music scene to create vibrancy in downtown Edmonton. |
| Downtown Street Car Brewery & Live Performance Series 2024 | The Common Inc | $61,550 | Cultural | Meet Me Downtown Grant | A weekly event held for 6 months which offers guests an experience on the Street Car where beer and food is available, followed by live performances at The Common. |
| Starlite Room's 35th Anniversary | Starlite Room | $100,000 | Festival | Downtown Vibrancy Fund | To celebrate The Starlite Room's 35th anniversary, a series of one-day events will be held, featuring a 3-stage indoor mini-festival, afternoon shows, and free backstage tours. |

| | | | | | |
|---|---|---|---|---|---|
| Canadian Country Music Week: Edmonton Activations | Bird Creatives (on behalf of CCMA Host Committee) | $100,000 | Festival | Downtown Vibrancy Fund | An ongoing live music and video series, along with a country-themed FanFest event and market activation in ICE District Plaza. Downtown venues and businesses will host approximately 20 shows by approximately 60 artists. |
| Wednesday Jazz at 9910 (and The Common) | 9910 Live Music Venue | $56,000 | Festival | Downtown Vibrancy Fund | A weekly free live-music series every Wednesday night at 9910. |
| Downtown Farmer's Market | Edmonton Downtown Business Association | $205,500 | Business Support | Downtown Vibrancy Fund | Outdoor Farmer’s Market from June 15 - October 12, featuring 45+ vendors with fruits, veggies, homemade meals, and artisanal goods. |
| The Citadel Theatre’s LIVE SINCE ‘65 - Events Series | The Citadel Theatre | $100,000 | Cultural | Downtown Vibrancy Fund | The 60th Anniversary Series represents a celebration of community, creativity, and Collaboration through events. It’s a testament to the Citadel Theatre's enduring legacy and its boundless potential to inspire generations to come. |
| Free Play Explores Downtown | Free Play for Kids Inc. | $100,000 | Cultural | Downtown Vibrancy Fund | An initiative that brings 5,000 visits from kids into our city's core for a series of 60 exciting events at 10 unique locations. This will include weekly, monthly, seasonal, and annual events. |

| | | | | | |
|---|---|---|---|---|---|
| Edmonton Pride Parade and Cup | Edmonton Pride Fest Association | $100,000 | Cultural | Downtown Vibrancy Fund | A pride parade held in Downtown's core including floats, marchers, and performers. Following this parade is the Pride Cup, a ball hockey tournament featuring teams from Edmonton and Calgary. |
| Purple City Music Festival | Rain Shadow Productions - Purple City Music Festival | $100,000 | Festival | Downtown Vibrancy Fund | A multi-venue festival held over three days with block parties, panel series, networking events, and showcasing over 70 world-class acts (with majority of acts and headliners being female-led and representing those from LGBTQS+ and BIPOC communities). |
| Making a Splash: A Downtown Mural Initiative | Edmonton Mural Festival | $200,000 | Public Art | Downtown Vibrancy Fund | An initiative for downtown mural designs with over 30 downtown wall targets and over 800 artist applications. |
| Inclusive Urban Art | Nina Haggerty Centre for the Arts | $6,700 | Public Art | Downtown Vibrancy Fund | An interactive exhibit in a high-profile window display at Edmonton City Centre, featuring artwork from artists with disabilities. The artwork will include QR codes for people to learn about the artist's story, their inspiration, and techniques. |
| MacEwan Art Gardens | Grant MacEwan University | $100,000 | Placemaking | Downtown Vibrancy Fund | Macewan University is renovating the area beneath the pedway between buildings 7 and 8 to create a vibrant new pedestrian gateway and community hub featuring indoor and outdoor installations, a public garden, interactive murals, event spaces, and more. |

| | | | | | |
|---|---|---|---|---|---|
| Rock this Way | The Artworks | $3,800 | Public Art | Downtown Vibrancy Fund | Three outdoor sculptures to populate the courtyard year-round, and to be built using a combination of foam fiberglass mesh, and concrete. |
| Wîhkwêntôwin Trolley Tunnel Mural | Wîhkwêntôwin/Oliver Community League | $20,000 | Public Art/Cultural | Downtown Vibrancy Fund | A mural that celebrates the community, its renaming, and shows respect to the Indigenous people that have resided on this land since time immemorial. This will be a public-facing piece of artwork that will animate the tunnel. |
| Edmonton City Centre Downtown Essence | Edmonton City Centre Inc. | $25,000 | Public Art | Downtown Vibrancy Fund | A large-sized mural, stretched out across nearly 500 feet of windows. The base layer will be painted directly on the windows to deter bystanders from smashing the glass. The next layer will be the graphic, printed with a special machine that shoots paint precisely on the surface. |
| PED WAY | (Setsuna Home DBA) Second Location | $15,000 | Placemaking | Meet Me Downtown | Place-making and public art project where three pedways will be wrapped with vinyl (each with different text histories, and visual stories and graphics.) This project includes walking tours of the pedways during Edmonton Design Week and a PEDWAY art and design gallery exhibition in 2025. |
| Downtown Campus Block Party | Grant MacEwan University | $20,000 | Business Support | Meet Me Downtown | An annual event that celebrates the strong relationships and partnerships between post-secondary institutions, businesses, community groups, and residents in downtown Edmonton. This event offers students the best experiences in the pursuit of their goals, while |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | offering local businesses and communities a chance to connect and build deeper relationships. |
| The Azure Dragon of the East (Mural Project #2 of the Four Guardians of Chinatown Mural Series Project) | Busyrawk: Murals & Illustrations | $35,909.50 | Public Art/Cultural | Downtown Vibrancy Fund | The second mural in a four-mural series titled "The Four Guardians of Chinatown唐人街四象". Each mural in the series depicts one of four mythical guardian beasts from Chinese, Vietnamese, Korean, and Japanese ancestral lore. |
| 5 Artists 1 Love: Celebrating Black Creativity and Fostering a Vibrant Downtown | 5 Artists 1 Love | $40,271 | Cultural | Downtown Vibrancy Fund | A series of three vibrant events that celebrate Black artistic expression and contribute to the downtown's vibrancy - The first event being an All Black Affair Night at the Alberta Art Gallery, the second event being Musical Performances at the Winspear Centre, and the third being Music Night at The Common. |
| Downtown Spark 2024 | Edmonton Downtown Business Association | $250,000 | Public Art | Downtown Vibrancy Fund | Filling Downtown streets with art installations from around the world, alongside some of Edmonton’s best talent. There will be two street parties featuring live music, beer gardens, extended patios, street performers and more. |
| Rice Howard Way Entertainment District | Edmonton Downtown Business Association | $261,767 | Cultural | Downtown Vibrancy Fund | Programming for the newly created Entertainment District on Rice Howard Way was held for 13 Saturdays in the summer, from 1pm - 9pm to activate the closed roadway and promote the District. |

| | | | | | |
|---|---|---|---|---|---|
| Multi-Use Facility | Explore Edmonton | $750,000 | Infrastructure | Downtown Vibrancy Fund | Explore Edmonton is submitting a funding request for the purchase of a multi-use Tension Fabric Tent structure. The tent is critical, durable infrastructure that will provide activation space for new and existing year-round festivals and events, which will contribute to increased capacity and social vibrancy in Edmonton's downtown. |
| SL 100 Stage | Oilers Entertainment Group | $194,300 | Infrastructure | Downtown Vibrancy Fund | An SL 100 Stage will be purchased to support events taking place at Rogers Fan Park and will be available for use by organizations holding events in the Downtown Business Improvement Area's boundary. |
| Climbing Event and Recreational Facility | Offbeat Entertainment Inc. | $250,000 | Sport and Recreation | Downtown Vibrancy Fund | Construction of a temporary climbing structure in Louise McKinney Riverfront Park to support and host the UIAA Ice Climbing World Cup and the North American Cup Series 2025. |
| Mobile Bouldering Walls | Offbeat Entertainment Inc. | $170,000 | Sport and Recreation | Downtown Vibrancy Fund | The construction of bouldering structures for recreational and competitive use to support the delivery of international level bouldering events and rock climbing in a variety of downtown locations. |
| Light the Pedways Project - Commerce Place | Five Star Holiday Decor Inc. | $22,172 | Decorative Lighting | Downtown Vibrancy Fund | As a continuation of Five Star Holiday Decor's Light the Pedways Project, the building operators of Commerce Place and Rice Howard Place have agreed to light their above ground pedway using decorative, programmable RGB rope lights that will beautify the pedestrian experience. |

| | | | | | |
|---|---|---|---|---|---|
| MacDonald Drive Tunnel Mural | Triovest Realty Advisors Inc. | $30,000 | Public Art | Downtown Vibrancy Fund | A 360 degree mural that spans the entire circumference of the tunnel, creating an immersive experience. The mural will have a lighting aspect to it as well. |
| O-Day'min Village Site Improvements | Civida | $50,000 | Safety | Downtown Vibrancy Fund | Site lighting will help improve visibility and make the large common spaces near the public playground and Boyle Street Community Centre more accessible and safe. Safety improvements will include enhancements to building access control to improve safety for visitors, tenants and staff. Landscaping improvements to improve site lines and the aesthetics of the site will be included. |
| Ice District Public Programming | Oilers Entertainment Group | $100,000 | Cultural | Downtown Vibrancy Fund | Free public programming in the Ice District Plaza including movie nights, food truck festival, Canada Day and New Year's Eve festivities. |
| Active Placemaking for a Vibrant, Safe Edmonton | Free Play for Kids Inc. | $85,400 | Cultural | Downtown Vibrancy Fund | A year round series of street activations designed to entice pedestrians into playing fun, pop up style games and activities. |
| Edmonton Convention Centre (ECC) Canopy Ribbon Digital Screen | Explore Edmonton | $78,330 | Decorative Lighting | Downtown Vibrancy Fund | The ECC is set to elevate its visual appeal with a stunning front entrance feature screen. Designed to be an iconic and dynamic display, this state-of-the- art digital feature will serve as a captivating landmark in Western Canada, leaving a lasting impression on all who visit or pass by. |

| | | | | | |
|---|---|---|---|---|---|
| Art Installation | Leder Investments Ltd. | $100,000 | Public Art | Downtown Vibrancy Fund | A new art installation for the building at 105 St and Jasper Avenue. The approach for this piece focuses on creating a captivating public art installation that merges modern design and technology, enhancing the aesthetic appeal of the property entrance while engaging the community through visual and interactive elements. |
| Rice Howard Way Improvements | Edmonton Downtown Business Association | $369,000 | Public Realm | Downtown Vibrancy Fund | |
| The Pickle Basket | Leder Investments Ltd. | $250,000 | Recreation Amenity | Downtown Vibrancy Fund | A full sized pickleball and basketball court located at 10405 Jasper Ave available for free public use by members of the Downtown Community League. |
| Feed the Soul YEG | Black Owned Makers Inc. | $21,000 | Cultural | Downtown Vibrancy Fund | Downtown events and food based walking tours supporting Black-owned restaurants and caterers. |

*Note: Projects with a funding agreement in place as of July, 2025*